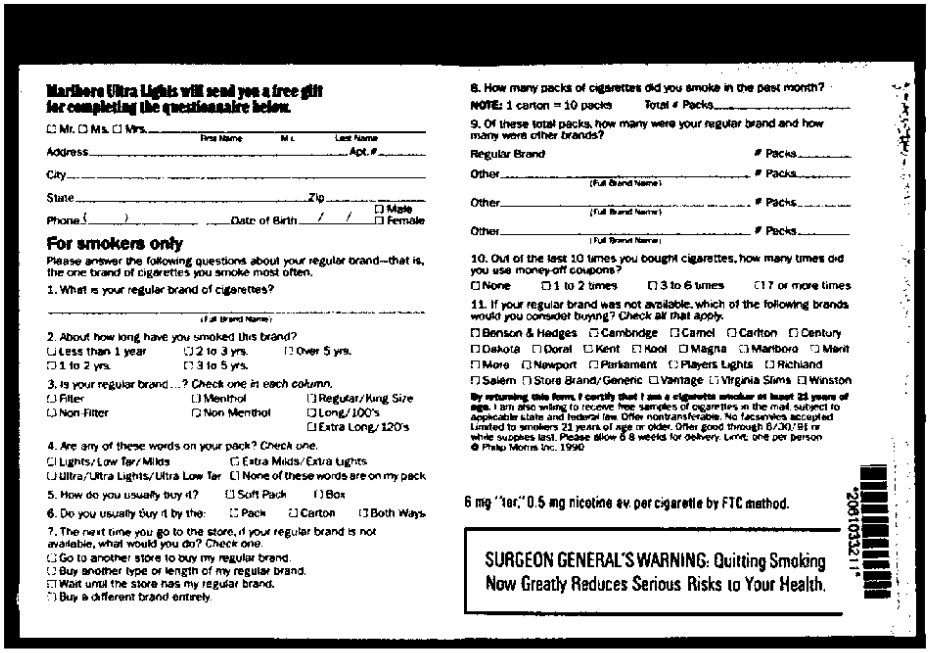

Marlboro Ultra Lights will send you a free gift for completing the questionnaire below.

☐ Mr. ☐ Ms. ☐ Mrs. _____ (First Name) (M.I.) (Last Name)

Address _____ Apt. # _____

City _____

State _____ Zip _____

Phone ( ) _____ Date of Birth ___/___/___ ☐ Male ☐ Female

For smokers only

Please answer the following questions about your regular brand—that is, the one brand of cigarettes you smoke most often.

1. What is your regular brand of cigarettes?

_____ (Full Brand Name)

2. About how long have you smoked this brand?
☐ Less than 1 year ☐ 2 to 3 yrs. ☐ Over 5 yrs.
☐ 1 to 2 yrs. ☐ 3 to 5 yrs.

3. Is your regular brand . . . ? *Check one in each column.*

☐ Filter	☐ Menthol	☐ Regular/King Size
☐ Non-Filter	☐ Non Menthol	☐ Long/100's
		☐ Extra Long/120's

4. Are any of these words on your pack? *Check one.*
☐ Lights/Low Tar/Milds ☐ Extra Milds/Extra Lights
☐ Ultra/Ultra Lights/Ultra Low Tar ☐ None of these words are on my pack

5. How do you usually buy it? ☐ Soft Pack ☐ Box

6. Do you usually buy it by the: ☐ Pack ☐ Carton ☐ Both Ways

7. The next time you go to the store, if your regular brand is not available, what would you do? *Check one.*
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

8. How many packs of cigarettes did you smoke in the past month?
NOTE: 1 carton = 10 packs Total # Packs _____

9. Of these total packs, how many were your regular brand and how many were other brands?

Regular Brand # Packs _____

Other _____ (Full Brand Name) # Packs _____

Other _____ (Full Brand Name) # Packs _____

Other _____ (Full Brand Name) # Packs _____

10. Out of the last 10 times you bought cigarettes, how many times did you use money-off coupons?
☐ None ☐ 1 to 2 times ☐ 3 to 6 times ☐ 7 or more times

11. If your regular brand was not available, which of the following brands would you consider buying? *Check all that apply.*
☐ Benson & Hedges ☐ Cambridge ☐ Camel ☐ Carlton ☐ Century
☐ Dakota ☐ Doral ☐ Kent ☐ Kool ☐ Magna ☐ Marlboro ☐ Merit
☐ More ☐ Newport ☐ Parliament ☐ Players Lights ☐ Richland
☐ Salem ☐ Store Brand/Generic ☐ Vantage ☐ Virginia Slims ☐ Winston

By returning this form, I certify that I am a cigarette smoker at least 21 years of age. I am also willing to receive free samples of cigarettes in the mail, subject to applicable state and federal law. Offer nontransferable. No facsimiles accepted. Limited to smokers 21 years of age or older. Offer good through 6/30/91 or while supplies last. Please allow 6-8 weeks for delivery. Limit: one per person
© Philip Morris Inc. 1990

6 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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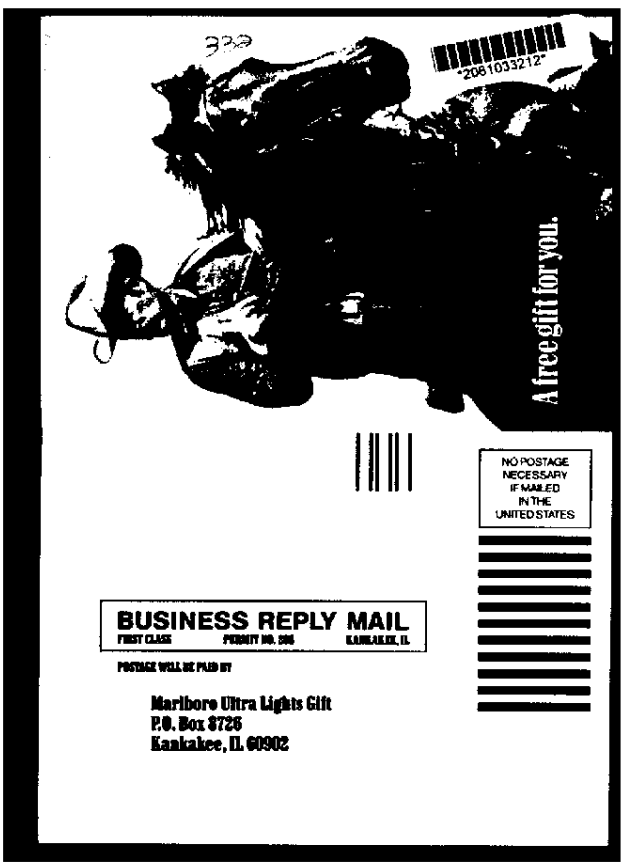
Source: https://www.industrydocuments.ucsf.edu/docs/nqdv0004



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Source: https://www.industrydocuments.ucsf.edu/docs/nqdv0004